



NATIONAL ARCHIVES OF AUSTRALIA

Handbook – Social Media and Marketing

COMMUNICATIONS, MARKETING, PARTNERSHIPS AND EVENTS

7 JANUARY 2025

RKS R76852025



Australian Government

National Archives of Australia

**Table of Contents and pages 1- 4 redacted under
s 22(1) as the content is out of scope of request**

s 22(1)

2.2.2. Archiving

We maintain archives of all our social media content. At the end of each financial year, complete an export from each channel and record the files under [2021/712](#).

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**Pages 6 - 10 redacted under s 22(1) as the
content is out of scope of request**

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7. Analytics

To track the performance of marketing content we can use Urchin Tracking Modules (UTMs) and Sprout Social.

7.1. Urchin Tracking Modules (UTMs)

To track the performance of QR codes on print materials, we use [Rebrandly](#), a URL shortener, to create UTM links with following information:

- **Source:** Where the link is used (e.g., flyer, newsletter).
- **Medium:** The type of medium (e.g., print, email).
- **Campaign:** The campaign name (e.g., whats on).

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**Pages 12 - 28 redacted under s 22(1) as the content
is out of scope of request**



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FOI 263 - Document 2

Handbook – Content Design (naa.gov.au and Archie)

13 AUGUST 2026

RKS R1349522025

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RkS Number	R1349522025	
Document Tier	As per the controlled document hierarchy	Controlled Document Hierarchy
Approved By	Name of person and position or committee that approved the document for circulation/publication. For documents that may be shared externally, insert only position.	
Responsible Official	Position responsible for creation and review of the document and ensuring that the content is current.	
Audience	Intended audience for document. E.g. All NAA staff, Collection Management Branch, Finance	
Effective Date	The date the document was approved	
Version No	Version number of document	
Review Date	Date document to be reviewed. Must not exceed 3 years.	
AI Label	Choose an item.	
AI Usage Notes	N/A OR [Expand on how AI was used, e.g. <i>Copilot was used to gather content from existing National Archives documents.</i>]	

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Hyperlinks

Linking to other pages

Every page on the website has a unique node number. When hyperlinking to another page on the website, always link to the node, not the page URL.

For example, link to `/node/2822` NOT to `https://www.naa.gov.au/visit-us/events-and-exhibitions/members-guided-tour-underworld`

This is important, because it ensures that even if the page URL changes the link will remain unbroken.

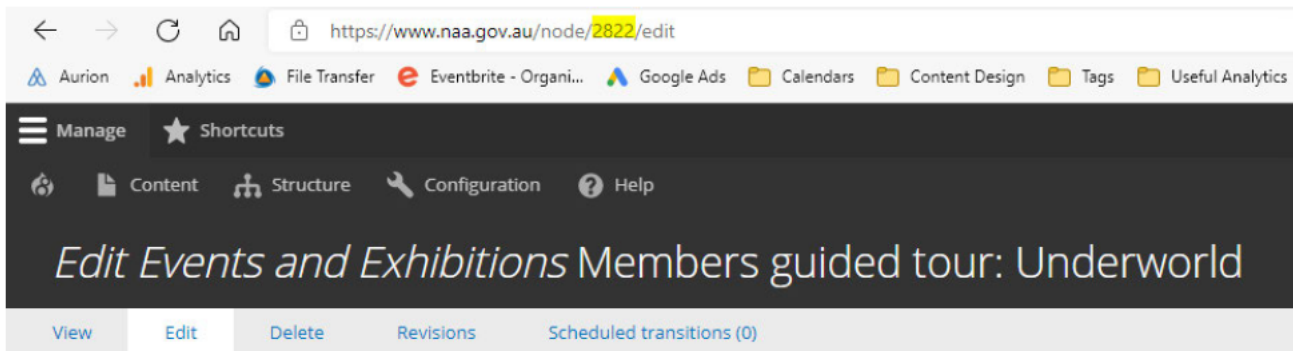
Linking to the node applies whether you are creating a hyperlink in the text or using a link block component.

To find the node number, go into the 'Content' menu item in GovCMS and search for the page by its title.

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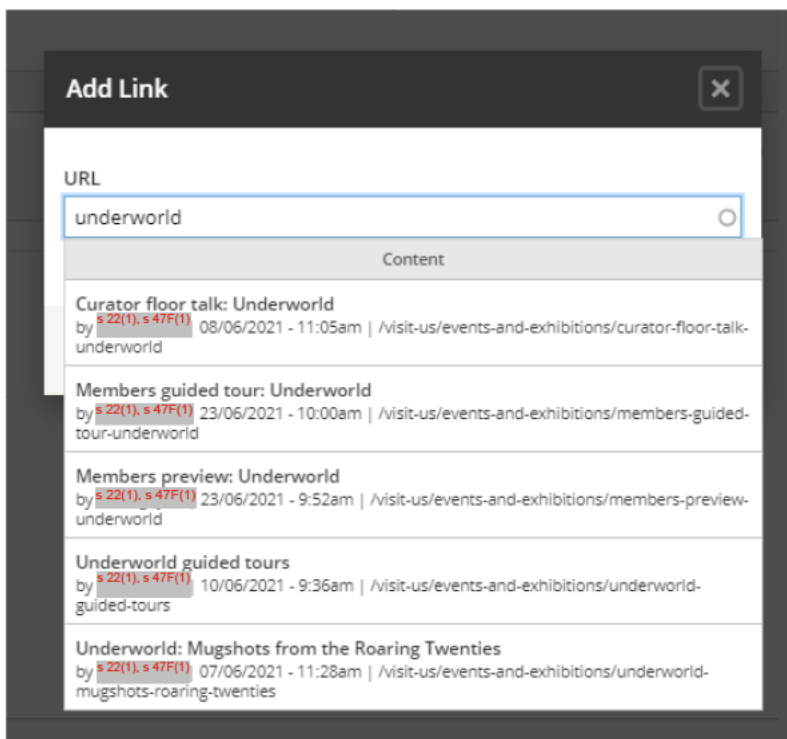
☐ Title	Node ID
☐ Members guided tour: Underworld	2822

When in the page editor, you can also find the node number in the URL.



Most of the time when you are creating a link, you don't even have to look up the node first.

In the 'Add link' window, simply start typing the name of the page and select it from the drop-down menu.



Linking to a heading on a page

Sometimes you will want to link directly to a subheading on a long page.

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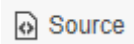
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Example:

On the webpage [Designing and maintaining an information asset register](#), we want to link directly to Action 5 on the page [Manage information assets strategically](#).

First, check that the heading 'Action 5' has a unique HTML id.

Go into the page content for 'Manage information assets strategically' and click the



button to view the HTML.

Find the heading you'd like to link to. It will be between 'heading' html tags, for example:

```
<h3> Action 5 </h3>
```

Go into the first header tag and add an ID for the header. Use dashes, not spaces.

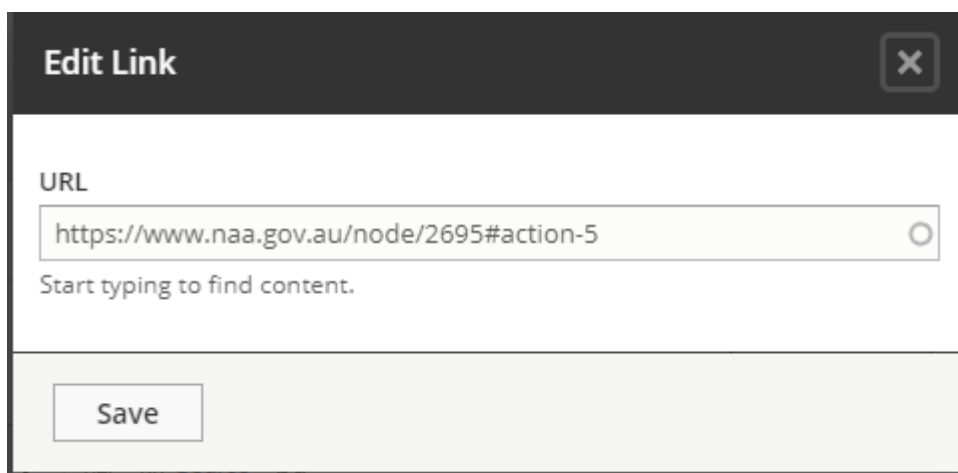
```
<h2 id="action-5"> A national presence </h2>
```

Save changes.

Go back to 'Designing and maintaining an information asset register'.

Go into the page content and click to add a hyperlink to the required text.

Link to the node, then add #header-id, in this case:

A screenshot of a 'Edit Link' dialog box. It has a dark header with the title 'Edit Link' and a close button. The main area has a label 'URL' above a text input field containing 'https://www.naa.gov.au/node/2695#action-5'. Below the input field is the text 'Start typing to find content.' At the bottom is a 'Save' button.

Save changes.

Linking to RecordSearch

Link to an item or photo description

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To link to an item description in RecordSearch or PhotoSearch, use the item's barcode number and this URL format:

[https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=I&Number=\[ItemBarcodeNumber\]](https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=I&Number=[ItemBarcodeNumber]) where [ItemBarcodeNumber] is the item's barcode number.

Examples:

<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=I&Number=3437518>
<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=I&Number=8114271>

Link to a series description

To link to a series description in RecordSearch, use the series number and this URL format:

[https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=\[SeriesNumber\]](https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=[SeriesNumber]) where [SeriesNumber] is the series number.

Examples:

<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=A1838>
<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=B2455>

Link to an agency, organisation or Commonwealth person

To link to an agency, organisation or Commonwealth person in RecordSearch, use the agency's CA number, the organisation's CO number or the Commonwealth person's CP number. You will need to replace the space in the number with a plus sign in the URL.

[https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=\[CNumber\]](https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=[CNumber]) where [CNumber] is the agency, organisation or Commonwealth person number with a '+' replacing the space

Examples:

<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=CA+5987>
<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=CP+21>
<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?Number=CO+1>

Link to a digital copy

To link directly to the digital copy of an item (including images), use the item's barcode number and this URL format:

[https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=ID&Number=\[ItemBarcodeNumber\]](https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=ID&Number=[ItemBarcodeNumber]) where [ItemBarcodeNumber] is the item's barcode number.

Examples:

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<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=ID&Number=1234>

<https://RecordSearch.naa.gov.au/scripts/AutoSearch.asp?O=ID&Number=7501948>

Link to the 'Passenger arrivals index' search page

Use <https://recordsearch.naa.gov.au/scripts/AutoSearch.asp?O=PAS>

Link to the 'NameSearch' search page

Use <https://recordsearch.naa.gov.au/scripts/AutoSearch.asp?O=NS>

Link to the 'PhotoSearch' search page

Use <https://recordsearch.naa.gov.au/scripts/AutoSearch.asp?O=PS>

Skip links

Linking to a page heading

Go to the 'Content' component for the page and click 'edit.'

On the formatting bar, hit the  **Source** button to view the HTML.

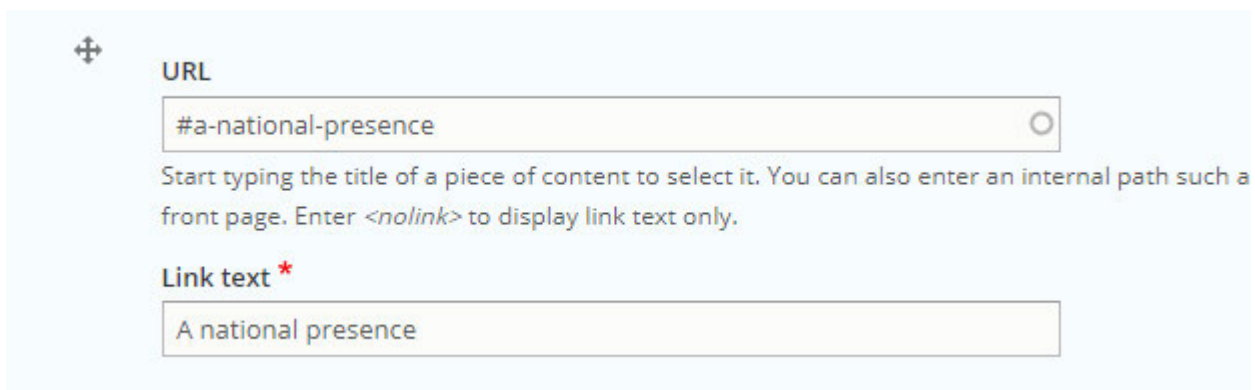
Find the heading you'd like to link to. It will be between 'heading' html tags, for example:

```
<h2> A national presence </h2>
```

Go into the first header tag and add an ID for the header. Use dashes, not spaces.

```
<h2 id="a-national-presence"> A national presence </h2>
```

Add and open your skip link component. Each new skip link requires a URL and Link text.



The screenshot shows a form for creating a skip link. It has a light blue background. At the top left is a plus icon. Below it, the label 'URL' is followed by a text input field containing '#a-national-presence'. Below the input field is a hint text: 'Start typing the title of a piece of content to select it. You can also enter an internal path such a front page. Enter <nofollow> to display link text only.' Below this is the label 'Link text *' followed by another text input field containing 'A national presence'.

In Link text, type the name of the content you're linking to as you'd like it to display.

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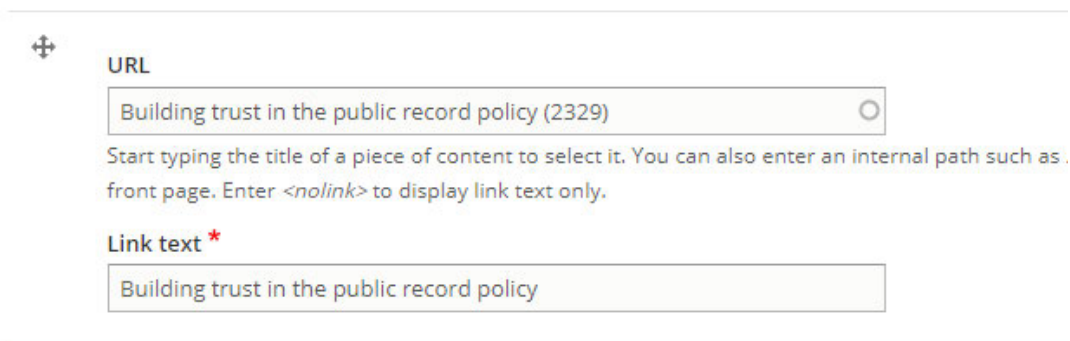
In the URL, type the ID you've assigned to the section, starting with a # symbol, as shown above.

Save changes.

Linking to another page

In the skip link component, type the name of the page you're linking to as you'd like it to display.

If you are linking to a page on the corporate website, start typing the name of the page in the URL section and select the page from the drop down. This ensures that you are linking to the node, which means that even if the name of the webpage changes the link won't break.



The screenshot shows a form for creating a skip link. It has a plus icon in the top left corner. The form is divided into two main sections. The first section is labeled 'URL' and contains a dropdown menu with the text 'Building trust in the public record policy (2329)'. Below the dropdown is a hint: 'Start typing the title of a piece of content to select it. You can also enter an internal path such as . front page. Enter <nolink> to display link text only.' The second section is labeled 'Link text *' and contains a text input field with the text 'Building trust in the public record policy'.

If you are linking to an external page (not recommended for skip links) then type in the external URL into the URL section.

Linking to a file download

Skip links can be used to link to a file download. If a webpage includes a link to download a file or template, audience members may not want to read or scroll down the page to find it. Using a skip link, you can give the user the option to download the file straight away.

Example:

The skip link component on the page [Designing and maintaining an information asset register](#) allows the user to download the template from the skip link component.

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On this page

[What is an information asset register?](#)

[Why have an information asset register?](#)

[Identifying information assets](#)

[Designing information asset registers](#)

[Information asset register template](#)

[Starting your information asset register](#)

[Review and update](#)

[Download the information asset register template \(XLSX, 88kB\)](#)

Upload the file to the media library – see Add videos, images and documents to media library

In the skip link component, type in the link text for your file, e.g. 'Download the information asset register template (XLSX, 88kB).'

In the URL section, type the URL of the file.

File URLs are in the following format:

/sites/default/files/yyyy-mm/name-of-file.extension

Where yyyy-mm are the year and month the file was uploaded, and the file name and extension are as they are named in the CMS.

For the example above, the URL is

/sites/default/files/2021-06/Information-Asset-Register-template.XLSX



✚ URL

/sites/default/files/2021-06/Information-Asset-Register-template.XLSX ○

Start typing the title of a piece of content to select it. You can also enter an internal path such front page. Enter <no-link> to display link text only.

Link text *

Download the information asset register template (XLSX, 88kB)

Save your changes and test the file downloads correctly.

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Updating page titles and URLs

Updating page titles

A content owner may sometimes ask for the title of a live page to be changed.

Renaming a page will also change the page's URL. Before renaming a page, the content owner and Content Design team must consider the following:

1. Individual page analytics:

Renaming a webpage will affect the ability to track page data using Google Analytics. Google Analytics will register the page before and after the name change as two separate pages. This makes it slightly more difficult to track and compare the page's analytics over time.

2. URL redirects:

When a page name and URL are changed, the CMS will automatically create a URL redirect from the old URL. This ensures that if the page is linked anywhere internally or on an external site, the user will be redirected to the new page. However, if the page name is significantly different to its previous name, consider if users linked from an external site might be confused if they click on a link with different expectations.

3. Internal links:

Any links to the webpage from other places on the corporate website will still work due to URL redirects. However, to avoid confusion the name of the page should be updated anywhere it is linked to by name on the corporate website. This may be a big task for commonly linked pages.

4. Business justification:

What is the business justification for renaming the page, and does it outweigh the first 3 considerations on this list?

Replacing a document



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Redirects

If you move, archive or rename a page without putting a redirect in place, users trying to access that page (for example, using a saved bookmark) will encounter a '404: Page not found' error.

To avoid this, you will need to put a URL redirect in place.

Only people with Administrator access can put a redirect in place, as it requires access to the 'Configuration' menu in GovCMS. If you need a redirect to be put in place, ask the Applications Integration team or EL1 Content Design.

You can find information about setting up a redirect on GovCMS here: [Redirects | Introduction to Content Management](#)

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Using 'Standard' page templates for online exhibitions

Online exhibitions may have different component requirements, so it may be more practical to create them as 'Standard' pages, rather than 'Events and exhibitions' pages.

However, you may still want the exhibition to show up on the home page and on the 'Events and exhibitions' page, which can only happen from an 'Events and exhibitions' content type.

To do this, use the following workaround:

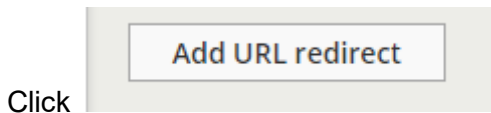
Create the exhibition as a standard page including all the information and features you need. Publish as usual. Make sure to file it under the correct menu settings.

Create a second page using an 'Events and exhibitions' content type. Only include Title, Event Card Title, Thumbnails and Banner images, Event category and Summary. This is going to be an 'invisible' page.

Go to Event card display options and select the lists where you'd like your event to appear.

Make a note of the node number of your new page.

Go back to your standard page and go to URL redirects on the right-hand side menu.



Create a 301 Moved Permanently redirect from your events and exhibitions page to your standard page (link using nodes).

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Edit URL redirect

[Home](#) » [Administration](#) » [Configuration](#) » [Search and metadata](#) » [Redirect](#)

Redirect status

301 Moved Permanently ▼

You can find more information about HTTP redirect status codes at http://en.wikipedia.org/wiki/List_of_HTTP_status_codes

Path*

<https://www.naa.gov.au/>

To*

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external path.

Language

English ▼

The redirect language.

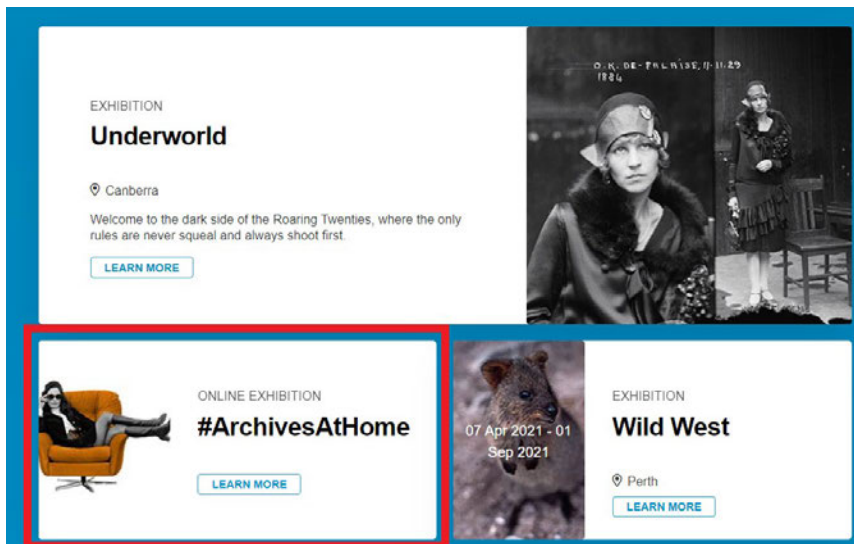
[Save](#)

[Delete](#)

Hit save.

Go back to your events and exhibitions page and publish it.

Now your event will appear on the home page, state office pages, and 'Events and exhibitions' page. When a user clicks on the event, it will automatically redirect to your standard page, where you've included all the information.



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Feedback

Quality assurance and accessibility checks

We use [Silktide](#) as our quality assurance software.

The account is co-managed by Content Design and Applications Integration.

Accessing Silktide

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Broken links

Check broken links once a week.

To check in Silktide, go to Websites, select 'National Archives of Australia', and find 'Check and fix broken links' under 'Checks'.



Spelling and grammar

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Getting help

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